



- NICHE VIABILITY - CHECKLIST



6-FIGURE BIZ
ACADEMY
FOR NUTRITION PROFESSIONALS



Niche Viability Checklist

It's very important in choosing a niche / target market that you make sure you're setting yourself up for success. **There are some key questions that you can ask yourself to make absolutely sure that your niche "has legs"** – meaning that it's likely you'll be effective and successful in choosing this particular focus for your business.

Equally important, this same list of questions can reveal that certain niches, groups, and target markets are not likely going to be very viable. Which is why asking these important questions sooner than later can be crucial!

Does your niche pass this all-important checklist?

- 1. Do they have a significant problem(s) that you know how to solve?**
This may sound obvious, but you need to make sure that the problem(s) your target market is facing is a very serious one, and that you, in particular, have the skills and knowledge to help them overcome it.
- 2. Do they *know* they have a problem, and are they motivated to solve it?**
Often we can see what someone "needs" when they can't! It's incredibly important that the problems your target market is suffering from are ones they recognize, that these are keeping them up at night with worry, and that they're actively motivated to solve these problems.
- 3. Do they have a history of investing to get help for this problem(s)?**
It's always a good sign when your target market has shown past behavior that reveals that they've spent money on attempting to get help for these issues and problems. It shows that this is, in fact, a real priority. Bottom line is that your target market must be willing to invest their funds into solving their problem.



4. Do they congregate, in other words, are they findable?

There have to be places where you can find and “get in front of” your ideal clients. Ideally you’d be able to access your target market both online and in person via your community. An example of a group that’s hard to find would be people struggling with agoraphobia or “shut ins” who fear technology (and therefore don’t have computers). It would be darned hard to access these people! The important thing here is to ensure you’re choosing a target market that is findable in a handful of ways and that you can access and interact with them – preferably both online and in person.

5. Do you love working with them?

This is perhaps the most important point. Do you enjoy working with this particular target, and helping them in the ways that you help? You may be very skilled in a particular arena, but find it draining and distasteful to do that kind of work. Don’t do it! It’s hard enough to be an entrepreneur – you must truly love the day-to-day expression of your services, and to whom you’re delivering them, in order to create a thriving and successful business.